

## THE COMPARATIVE ANALYSIS OF PACKAGING DESIGN ELEMENT TO PURCHASING DECISION BETWEEN COCA COLA AND BIG COLA IN MANADO

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### ABSTRACT

Packaging can play a very interesting role in the success or failure of a product. Its success depends a lot on how it is designed by its creators. Packaging function to protect the contents of a product lies within the package design. It has the power to influence your choices, and with its carefully thought-out aesthetics can affect your emotions. This aim of the study comparative analysis of packaging design element to purchase decision between Coca Cola and Big Cola with packaging element: Color, Size, Graphics, Material, Brand, Product Information, Packaging Technology. Theories supporting research are packaging design element and purchase decision. The research using comparative research. A structured questionnaire was used to collect data and information from 100 respondents who were randomly selected. This results have significant in purchase decision based on packaging design element between Coca cola and Big Cola in Manado and brand is the most influential element. Company need to develop their product to make more varieties and also develop product promotion.

**Keywords:** *packaging design element, purchase decision*

### Research Background

The intense global competition lately allow every company boosts their competitiveness. To won the competition is not easy, crating and delivering superior value to the customer is the requirements to survive as well as gather a profit maximization. Any company that can endure or develop are keen to see appropriate the market needs and used it well. Therefore, the effective of market approach is very important, while success of failure of such products or service depends on the company expertise in combining market functions. Marketing can be considered as a while system of activities to plan the product sales, determine the price, promotional and distribution activities, including the satisfaction perceived by consumer. By discovering the development of service have occurred to be modified to attract new potential customer. Particularly, there are some products and services with brands that are common in the environment, such as clothing, food and beverages, telecommunication moves, and entertainment concept. The concept of the food and beverage industry also has been upgraded to a more varied of scopes. It is a necessity that always we consume every day is food and drink products.

By discovering the development of service has occurred to be modified to attract new potential customer. Particularly, there are some products and services with brands that are common in the environment, such as clothing, food and beverages, telecommunication moves, and entertainment concept. The concept of the food and beverage industry also has been upgraded to a more varied of scopes. It is a necessity that always we consume every day is food and drink products. Companies need to know the consumer behaviour towards product offered because everyday customer has different behaviour in taste and preference when choosing a particular product. Consumer behaviour is to know about the customer to obtain, use and dispose of product. Their behaviour will driven by the physiological motivation that stimulate their response which bring them to the retail store to fulfil their need (Kim and Jin 2001). Any resulting product must be able to fulfil the needs of their target market when making a purchase of any product, customers often rely on memory/personal

knowledge to make decisions. A product can make the customer interested and stimulate consumers' desire, hence they are willing to sacrifice their resources to fulfil their needs thorough buying a particular product. Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company. Deliya (2012) said Packaging is the container for a product – encompassing the physical appearance of the container and including the design, color, shape, labelling and materials use. Packaging has a huge role to play in the positioning of products. Package design shapes consumer perceptions and can be the determining factor in point-of-purchase decisions which characterize the majority of shopping occasions. The importance of packaging design as a vehicle for communication and branding is growing in competitive markets for package food products. Visual package elements play a major role, representing the product for many customers, especially in low involvement, and when they are rushed. Research that explains how consumers perceive shapes and designs can help product managers and designers to design appropriate packages for effective market placement and positioning.

## Research Objective

This research aims:

1. To analyze if there is a significant in purchase decision based on graphic/design packaging design element between Coca cola and Big Cola in Manado.
2. To analyze if there is a significant in purchase decision based on color packaging design element between Coca cola and Big Cola in Manado.
3. To analyze if there is a significant in purchase decision based on size/shape packaging design element between Coca cola and Big Cola in Manado.
4. To analyze if there is a significant in purchase decision based on material packaging design element between Coca cola and Big Cola in Manado.
5. To analyze if there is a significant in purchase decision based on brand packaging design element between Coca cola and Big Cola in Manado.
6. To analyze if there is a significant in purchase decision based on product information packaging design element between Coca cola and Big Cola in Manado.
7. To analyze if there is a significant in purchase decision based on packaging technology packaging design element between Coca cola and Big Cola in Manado.

## THEORETICAL FRAMEWORK

### Packaging Design Element

Packaging is considered as an integral part of the 'Product' of marketing mix. Along with basic objectives (protection and preservation, containment, convenience and communication) packaging serves as a promotional tool. Packaging is an important part of the branding process as it plays a vital role in communicating the image and identity of an organization (Agariya et al. 2012).

Product design is a broad term that includes a considerable range of engineering related attributes such as economics, production-efficiency, strength, recyclability, and distribution ease as well as aesthetics (Bloch, 1995). (Silayoi and Speece 2004:607) Suggest that marketers and designers need to consider consumers past experiences, needs, and wants; understand how packaging design elements get customers attention to the product and get them to notice message on the package; and evaluate packaging design and labelling their effectiveness in the communications effort. (Silayoi and Speece. 2007:1496.).

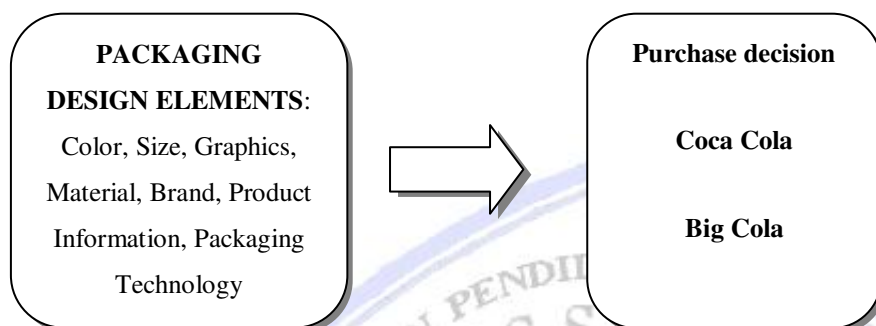
### Purchase Decision

The decision making process is one of the main issues in consumer behavior studies. Models are the best way to explain this process. According to more recent studies, the consumer purchase decision-making process can be explained by an information processing approach. Consumers find the information, evaluate it and make a choice. Various models have been developed in order to describe this behavior. The purchase

decision-making process is constructive and is shaped by the consumer and the context of decision making (Bettman, et al.,1998).

### Previous Research

Kuvykaite et al., (2009) Due to increasing self-service and changing consumers' lifestyle the interest in package as a tool of sales promotion and stimulator of impulsive buying behaviour is growing increasingly. So package performs an important role in marketing communications, especially in the point of sale and could be treated as one of the most important factors influencing consumer's purchase decision.



**Figure 1 Conceptual Framework**

### Research Hypothesis

- H1 : There is a significant different in purchase decision based on graphic/design packaging design element between Coca Cola and Big Cola in Manado.
- H2 : There is a significant different in purchase decision based on color packaging design element between Coca Cola and Big Cola in Manado.
- H3 : There is a significant different in purchase decision based on size/shape packaging design element between Coca Cola and Big Cola in Manado.
- H4 : There is a significant different in purchase decision based on material packaging design element between Coca Cola and Big Cola in Manado.
- H5: There is a significant different in purchase decision based on brand packaging design element between Coca Cola and Big Cola in Manado.
- H6 : There is a significant different in purchase decision based on product information packaging design element between Coca Cola and Big Cola in Manado.
- H7 : There is a significant different in purchase decision based on packaging technology packaging design element between Coca Cola and Big Cola in Manado



## RESEARCH METHOD

### Type of Research

Type of this research is comparative study. Comparative research or analysis is a broad term that includes both quantitative and qualitative comparison, this research use quantitative. Comparative research poses several key methodological problems that continue to frustrate, captivate and stimulate researchers.

### Place and Time of Research

The study was conducted in Manado during June to July 2013.

### Population and Sample

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. It is the group of people, events, or things of interest for which researcher wants to make inferences (Sekaran and Bougie, 2011:262). A sample is a subset of the population (Sekaran and Bougie, 2011:263). This research uses nonprobability sampling technique and purposive sampling design. Nonprobability the elements in the population do not have any probabilities attached to their being chosen as sample subject. This means that the findings from the study of the sample cannot be confidently generalized to the population. Sample Size of this research is 100 because as a general rule, the minimum is to have at least five times as many observations as there are variables to be analyzed (Hair et al. 1998:5).

### Data Collection Method

There are two types of data that are used to make an appropriate result, which is primary and secondary data. For this research will be used the primary data and secondary data. The primary data get from respondent and collect primary data through in-depth interview method and observation. The researcher also gets primary data from the result of questionnaires. Questionnaires are distributed to respondents so they can respond directly on the questionnaire. The secondary data is taken from books, journals, and relevant literature from library and internet. These secondary data were used in the background, literature review, research method, analysis and discussions.

### Operational Definition and Measurement of Variables

1. Color: that the selection of the colours and colour combinations is a necessary process for creating a good design package.
2. Size volume of packaging that has a great variety of forms which are big, small and medium.
3. Graphics include image layout, colour combination, typography, and product photography Material.
4. Material communication of materials, texture and the fabric information of products and material has
5. classified into plastic, paper, metal and glass..
6. Brand a name, term, sign, symbol or design or a combination of these, that identifies the market or seller of a
7. product or services.
8. Product information helps customers to make the right decisions in the purchasing process
9. Packaging Technology is role of packaging in marketing communications is implemented by developments in technology. Role of technology is to meet consumers' needs and requirements. As far as the technology is a communication element, it should be presented visually and, therefore, it will catch more attention and be convenient for consumers.
10. Purchase decision constructive and is shaped by the consumer and the context of decision making.

In this study, the variable will be measured using Likert-scale. Likert-scale is an ordinal scale format that asks respondents to indicate the extent to which they agree or disagree with a series of mental belief of behavioural belief statement about a given object (Hair et al., 2010:162). Likert-format items were presented

with 5 point scales, where 1 = "strongly disagree," 2="disagree," 3 = "neither disagree nor agree," 4="agree," and 5 = "strongly agree".

### Data Analysis Method

The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the items measuring a concept hang together as a set, Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2009:162). Since reliable scales are not necessarily valid, researchers also need to be concerned about validity. It assesses whether a scale measures what is supposed to be measured. Thus validity is a measure of accuracy in measurement (Hair et al. 2010:120).

### Independent Sample t-Test Method

Independent sample model is used in the researcher that has one object with two difference subject. The purpose this analysis is to compare the two averages of two unrelated groups. The t test evaluates whether the mean value of the test variable (e.g., Packaging Element Design) for one group (e.g., Coca cola) differs significantly from the mean value of the Test variable for the second group (e.g., Big cola).

## RESULT AND DISCUSSION

### Result

The validity test of color, size/shape, graphics/design, material, brand, product information, packaging technology are greater than 0.3 (0.352, 0.350, 0.385, 0.345, 0.318, 0.428, 0.327, 0.459, 0.419, 0.279, 0.326, 0.385, 0.411, 0.345, 0.385, 0.428, 0.426, 0.340, 0.331 and 0.459) and below the significance level of 5%; therefore, the data is considered as valid. Reliability test is used to check the consistency of the measurement instrument. The reliability test in this research using Alpha Cronbach, that will show the instrument is reliable if the coefficient is more than 0.6. The value of Cronbach's Alpha > 0.6 indicates that all research instrument indicators of variable are reliable.

**Table 1. Group Statistic**

	Groups	N	Mean	Std. Deviation	Std. Error Mean
Color	coca cola	100	6.61	1.620	.162
	big cola	100	5.93	1.707	.171
Size_shape	coca cola	100	7.45	1.359	.136
	big cola	100	6.63	1.522	.152
Graphics_Disign	coca cola	100	7.14	1.538	.154
	big cola	100	6.50	1.446	.145
Meterial	coca cola	100	6.35	1.344	.134
	big cola	100	6.09	1.457	.146
Brand	coca cola	100	8.30	1.474	.147
	big cola	100	6.54	1.452	.145
Product_information	coca cola	100	7.06	1.355	.135
	big cola	100	6.37	1.390	.139
Packaging_Technology	coca cola	100	6.90	1.418	.142
	big cola	100	6.32	1.503	.150

Sources: Data Processed 2013

Table 1 shows that Coca Cola product have higher averaged values for Mean and lower Standard Deviation and Standard Error Mean than those Big Cola Product. For color Factor from Coca Cola product in Manado (values of Mean, Standard Deviation and Standard Error Mean for Coca Cola product are 6.61, 1.620, 0.162 and values of Mean, Standard Deviation and Standard Error Mean for Big Cola Product are 5.93, 1.707,

0.171 ); and conclude that Coca Cola product has the more dominant influence for the understanding of color Factor from customer purchase decision, compared with Big Cola product customers in Manado.

## Discussion

Big Cola display colors more vibrant than coca cola and have bolder colors to be offered to the customer. Based on customer purchase decision packaging is one of influence customer to buy the product. on this research coca cola and big cola has more attractive color offer to costumer. Coca cola size is more diverse than the big cola. Coca cola offering packaging sizes ranging from the smallest to the larger that make customer easy to bring product everywhere. On the other side, beverage products from the remain company, which is Big Cola, has another size but not many varieties, just like Coca Cola. Coca cola and Big Cola have graphic/design with almost same interest from buyer. But in fact, Big Cola has more attractive models images, fonts. So, people in Manado have more preference for purchase beverage products, either Coca Cola. Coca-Cola and Big Cola products are basically made from two main materials. Coca cola product has 2 models there are bottle plastic and aluminium can, while Big cola only contain in the bottle plastic. Ingredients for both products are basically similar.

Coca-Cola brand is more famous than Big Cola. So Big Cola can be recognized as a new product. In Manado market place most people here like Coca Cola product because it is more familiar to them. Even though Big Cola product is new beverage brand in Manado, it is true that Big Cola has been purchased by many people in this city for fulfil consumer needs. Both of the products have product information that can be understood by consumer. The ingredients for both products are basically similar. Coca Cola and Big Cola have packaging technology is modernization. Even thought packaging technology is different but the machine that produce the product packaging is same. Based on this research packaging design element including color, size, graphics, material, brand, product information, packaging technology one of the elements are influence on consumer purchase decision. The research explain most of customers choose the product based on brand.

## CONCLUSION AND RECOMMENDATION

### Conclusion

It can be drawn conclusions as follows:

1. There is any significant difference in purchase decision based on color packaging design element between Coca cola and Big Cola in Manado.
2. There is any significant difference in purchase decision based on size/shape packaging design element between Coca cola and Big Cola in Manado.
3. There is any significant difference in purchase decision based on graphics/design packaging design element between Coca cola and Big Cola in Manado.
4. There is any significant difference in purchase decision based on material packaging design element between Coca cola and Big Cola in Manado.
5. There is any significant difference in purchase decision based on brand packaging design element between Coca cola and Big Cola in Manado.
6. There is any significant difference in purchase decision based on product information packaging design element between Coca cola and Big Cola in Manado.
7. There is any significant difference in purchase decision based on packaging technology packaging design element between Coca cola and Big Cola in Manado.

### Recommendation

The Recommendations are:

1. The results of a case study should be considered as a plan to conduct further research. This study is only based packaging design element factor in which there is (color, size/shape, graphic/design, material, brand, product information, and packaging technology). Suggest further research on the use of other factors such as



socio-demograph to expand research results and can see how influential packaging design on purchase decision.

2. There are needed to further investigate the Packaging Design Element Factor on a product, particularly for beverage product. It needs to provide more clear information of packaging, including effective approach of Customer Relationship Management and Promotions which will offer a clear product guideline i.e ingredients, material packaging. Thus, the consumers will not wrong in taking the decision to buy and can make it easier to choose the product that will be consumed.

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